



**A STUDY ON CUSTOMER PERCEPTION:
MESRA CONVENIENCE STORE**

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OCTOBER 2007

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ACKNOWLEDGEMENT

First and foremost, I would like to express to my highest gratitude to my advisor, Mdm.Maznah Abdullah for her encouragement, valuable guidance and motivation rendered throughout the completion of this project paper.

My deepest appreciation also goes to Ms Rahimah Tuah, Area Manager Sabah (Retail store), Petronas Dagangan for her supervision and in giving precious materials and in formations related to this study.

Special thanks go to Parisa Iwat(Manager), Rohaizah Akramhan, Lai Su Yin, Fairuz Zulkarnain, Izura Aripin, Nurliyana Najib and M.Hafez Izzami had given me full assistance and cooperation during my practical training at SPI Department, PETRONAS Carigali Sabah Operation.

Last but not least, a special gratitude also goes to my family, friends and to my beloved son, Nazriel Rifel for their moral support during the course of completing this study.

ABSTRACT

This study was conducted to identify the customer evaluation towards the MESRA convenience store. Customer perceptions consist of customer expectation and customer satisfaction. Customer perception is one of the key for MESRA to identify what basically customers expect from their services in terms of price, quality of goods and service, choices, branded product, promotion of goods, atmosphere and store layout towards the MESRA convenience store whether these customer perception can satisfy their customer expectation and thus find out additional ways that can be used by the MESRA convenience store to attract more customers to come MESRA convenience store.

The research design used is descriptive study, and both primary and secondary data regarding the study were gathered. The target population in this study is customers who visit to this four MESRA convenience stores which selected by researcher which consist 160 respondents. The respondents were selected through convenience sampling. In analyzing the data, frequency distribution and cross tabulation were used.